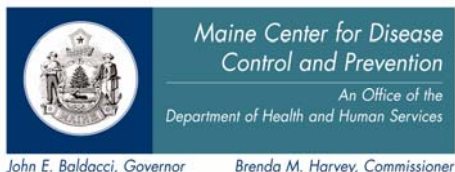


# Partnership For A Tobacco-Free Maine

Maine Center for Disease Control and Prevention

Maine Department of Human Services

- ❑ Seven (7) people die every day from a tobacco-related illness, one of them a non-smoker who dies because of exposure to second-hand smoke.
- ❑ Tobacco costs the state over \$600 million annually for healthcare in Maine.
- ❑ Young adults ages 18 through 34 have among the highest tobacco dependence rates in the nation.
- ❑ Nearly 1 in 5 high school students smokes.
- ❑ Nearly 1 in 3 pregnant women on Medicaid smokes.
- ❑ One in 45 adults smokes.



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Tobacco use is the leading cause of preventable death and disability in Maine and the nation. The Partnership For A Tobacco-Free Maine (PTM) is the State comprehensive tobacco prevention, control and treatment program established in 1997 by the Maine legislature. The Legislature's stated purpose of the program was to "... prevent the state's youth from ever using tobacco products and to assist youth and adults who currently smoke cigarettes and use other tobacco products to discontinue that use." PTM works at all levels to establish policies and environments that promote tobacco-free living and provides evidence-based services to help tobacco users quit. In 1999, the Maine Legislature allocated a significant amount of the State's share of the tobacco settlement to fund, as well as to expand, the Partnership For A Tobacco-Free Maine.

## Program Goals:

- ❑ Preventing youth and young adults from starting to use tobacco;
- ❑ Motivating and assisting tobacco users to quit;
- ❑ Eliminating involuntary exposure to secondhand smoke;
- ❑ Addressing populations disproportionately affected by tobacco use.

## Program Activities:

- ❑ Statewide public awareness and counter-marketing campaigns;
- ❑ Statewide coordinated system of tobacco treatment services, including the toll-free Maine Tobacco HelpLine, tobacco treatment medication program and training in tobacco treatment for healthcare providers and other healthcare professionals;
- ❑ Funding for 31 Healthy Maine Partnership community and school programs throughout the state working to reduce tobacco use and tobacco-related chronic disease;
- ❑ Enforcement activities related to preventing youth access to tobacco as well as tobacco-use laws in public places, workplaces and restaurants;
- ❑ Responsible Retailing outreach and training program;
- ❑ Statewide and local anti-tobacco youth advocacy;
- ❑ Tobacco-Free Athletes, Tobacco-Free Recreation areas, and Tobacco-Free Schools programs.

## Funding Sources:

State funding for PTM is provided by legislative allocation of tobacco settlement monies through the Fund for a Healthy Maine. PTM also receives federal funding through the federal Centers for Disease Control and Prevention. (94% Fund for a Healthy Maine, 6% Federal funds)

Budget: \$15,516,588 (FY07)

Staff Count: 10